

Coastal Carolina University CCU Digital Commons

Honors Theses

Honors College and Center for Interdisciplinary
Studies

Spring 5-10-2019

A Social Media Analysis of Coastal Carolina Football

Sean Ference

Coastal Carolina University, smference@coastal.edu

Andrea M. Bergstrom

Coastal Carolina University, abergstro@coastal.edu

Follow this and additional works at: <https://digitalcommons.coastal.edu/honors-theses>



Part of the [Communication Commons](#)

Recommended Citation

Ference, Sean and Bergstrom, Andrea M., "A Social Media Analysis of Coastal Carolina Football" (2019). *Honors Theses*. 343.
<https://digitalcommons.coastal.edu/honors-theses/343>

This Thesis is brought to you for free and open access by the Honors College and Center for Interdisciplinary Studies at CCU Digital Commons. It has been accepted for inclusion in Honors Theses by an authorized administrator of CCU Digital Commons. For more information, please contact commons@coastal.edu.

A Social Media Analysis of Coastal Carolina Football

A Social Media Analysis of Coastal Carolina Football

By

Sean Ference

Communications

Submitted in Partial Fulfillment of the
Requirements for the Degree of Bachelor of Arts
In the HTC Honors College at
Coastal Carolina University

Spring 2019

Louis E. Keiner
Director of Honors
HTC Honors College

Andrea Bergstrom
Professor of Communication
Department of Communication, Media &
Culture
Edwards Humanities and Fine Arts

Table of Contents

Cover Page	pg. 1
Table of Contents	pg. 2
Introduction	pg. 3 – 12
Written Descriptions	pg. 13 – 22
Samples	pg. 23 – 31
Outcomes:	
Expert Approval letter	pg. 32
Personal Reflection	pg. 33 – 37
Project Manager Hourly Log	pg. 38 – 40
Contact Agreement Form (signed copy in portfolio).....	pg. 41
Reference List	pg. 42 – 44

A Social Media Analysis of Coastal Carolina Football

Introduction

Coastal Carolina Football is relatively young, compared to other programs. We have not been around for one hundred years, and do not have many alumni who have actually experienced football. The team first began in 2003, coached by David Bennett. Recently, they have experienced some turmoil with previous head coach Joe Moglia's health related leave of absence, and subsequent stepping down this year. With new head coach Jamie Chadwell, Coastal expects to compete for bowl games and Sun-Belt championships. However, the team cannot do so without fan support, something Coastal's team routinely lack. Students especially are missing the games or leaving once the first half has been completed. Further, certain attendance standards are set for D-I programs, such as Coastal currently is. Brooks Stadium, Coastal's home field, has been renovated and upgraded to meet the capacity standards per NCAA. Coastal must, "Average at least 15,000 in actual or paid attendance for all home football contests over a rolling two-year period. [Bylaw 20.9.7.3]," (NCAA p. 1). Previously the stadium was at capacity with around 15,000 seating options. By the time the renovations are complete, the stadium can hold up 22,000 fans, complete with luxury boxes and suites. However, with fan attendance already a problem, how can Coastal attract more fans to games, particularly students?

Coastal's main goal for fans is to try and fill up the stadium for every home game. They currently advertise the team and goals through a variety of means. In the modern world, social media is a huge contributor to this information. The team schedule and opponent are often posted through these sites, where they can reach the largest number of fans. Specifically, their primary demographic would be current students. This group, of over 10,000 students, could fill up almost half of the stadium on any given game. Other means, such as word of mouth, Coastal's website, and physical postings at various locations round out the other methods to share news about the

A Social Media Analysis of Coastal Carolina Football

team. The opportunities of social media, however, may be the most enticing. As social media sites can mass send the messages Coastal Football wants to share, and students tend to frequent these sites the most, it is my belief that social media can be more effectively used to advertise the games to students. Other options may be available too, such as giveaways, and other attractions to attract students.

A Social Media Analysis of Coastal Carolina Football

Anticipated Product

The anticipated products for Coastal Football would be two-fold. First, a social media audit or summary to evaluate the current social media trends, and what can be improved upon in future posts. After the evaluation, implementation of these social media updates can occur. Whether they be just more posts, advertising specials for students, specific matchup's or events for games, or other things students might find attractive. This evaluation could prove extremely effective in attracting students, as they must just not be aware of game dates and other information. By comparing Coastal Football's social media presence and products to that of other, similar universities, we can evaluate Coastal's position, look for improvements or weaknesses, and overall advertise the program.

The second piece would be an actual specialized event to attract students. It could be something as simple as a t-shirt toss during a certain quarter, or a towel giveaway during the game for students. College students tend to respond to free giveaways, so this is one method to examine in the future. There are many other possibilities too that can improve student attendance rates in this fashion, whether they be pregame or during the game. Other options include events such as autograph sessions or meet and greets with players. Any type of logistically easy and free event will be extremely effective at increasing fan support and connection. More research is required to determine which of these types of events would be most effective, or combination of events. The social media mandates will be followed through either way, however.

A Social Media Analysis of Coastal Carolina Football

Project Goals

- Increase the average student attendance by 1500 students through social media and other events.
- Increase the average impressions by 1000 and interactions by 100 through social media posts to gain followers and generate awareness of the team.
- Increase the followers of Coastal Football Twitter by 1500 accounts through a variety of events, an improved product and more consistent postings.
- Increase student support through social media, and as evidenced by consistent fan attendance and increased student interaction online.

Personal Goals

- Enhance my social media skills through content updates and analysis.
- Improve my critical analysis to improve upon my created works and events.
- Gain an understanding of what it takes to plan and execute a large-scale event.
- Gain an understanding of the work of the Public Relations industry.
- Gain an understanding of what success looks like in the Public Relations Industry.

A Social Media Analysis of Coastal Carolina Football

Theory and Field Applications

All relevant information and data will be taken into consideration. Certain studies proved to be more valuable than others, specifically those that focused on fan persuasion and other methods of enticing potential consumers or fans. Perhaps most famously would be the works of Petty and Cacioppo. Their studies focused on routes of persuasion, specifically the Elaboration Likelihood Model (ELM). ELM is used by advertisers to understand how potential consumers can be persuaded. There are two distinct methods through ELM, known as the central and peripheral routes. “One route is based on the thoughtful (although sometimes biased) consideration of arguments central to the issue, whereas the other is based on affective associations or simple inferences tied to peripheral cues in the persuasion context.” (Petty, R., Cacioppo, J., 1986, p. 191). ELM takes a variety of variable into consideration for both routes, to determine how consumers are persuaded. Some of these variables include age, race, social class, upbringing, or subconscious cues such as an attractive or friendly presenter. Depending on which the consumer picks up on or is presented, is how they will be persuaded, in this case, to attend Coastal Football games.

To better understand the central and peripheral routes, Petty and Cacioppo have defined them more formally. “One, called the central route, views attitude changes as resulting from a diligent consideration of issue relevant arguments... Under this second view (peripheral), attitudes change because the attitude object has been associated with either positive or negative “cues.”” (Petty, R., Cacioppo, J., Goldman, R., 1981, p. 847). These finds have become instrumental in recent advertising advancements. Advertisers can identify what types of behavior can push fans to change their beliefs and ultimately change their actions. Even further,

A Social Media Analysis of Coastal Carolina Football

advertisers can identify certain traits or characteristics that fans may unknowingly identify or agree with, persuading even more potential consumers.

The central route appears fairly straight forward, however the peripheral route can be even more effective, yet is much less clear. Petty and Cacioppo better explain the peripheral route in a later study. “For example, rather than diligently considering the issue-relevant arguments (central route), a person may accept an advocacy simply because it was presented during a pleasant lunch or because the source is an expert.” (Petty, R., Cacioppo, J., Schumann, D., 1983, p. 135). Similar methods can be used when advertising through social media, Coastal football’s website, or any other platform. Posts could highlight the actual game dates and persuade fans to go during their free time through the central route. Posts could also feature coaches of football players persuading fans to attend games. These are seen as football “experts” and would be a good source on which games to, and when the games are. A variety of opportunities and messages can be formed from this central theory, which is the main theory of the project.

Other relevant theories and research presented itself as important. One such study conducted in New Zealand in 2015, attempted to figure out how students use social media, and the disconnect on these sites between the students and the university. According to Davis III, (as referenced in Zhengye & Macnamara, 2017) “... the university social media were preferably used as an additional channel of disseminating promotional information, and showcasing the university image, which sharply clashed with the general use patterns among university students (e.g., networking, sharing).” (p. 113). This study indicates that students tend to use social media primarily to stay connected and updated with friends and interests. Secondarily, their concerns lie within information from other sources, such as university advertisements. These messages are

A Social Media Analysis of Coastal Carolina Football

not what the students search for on these platforms, indicating social media may not be the most effective advertisement method for Coastal students.

Another possibility for persuading students to attend games would be sponsorship or endorsement. Coastal has a few alumni that have had successful careers in the NFL and other football leagues. Not only would they be considered an “expert”, adding credibility to the above theories but would also add a seriousness and excitement to any potential event or game. “In terms of the applied aspects of the research, findings lend support to the intuitive notion that matching a brand/product to a sport or a special event can positively impact sponsorship response within a particular market segment.” (McDaniel, S., 1999, p. 179). An endorsement from someone such as Coastal grad Josh Norman, would attract students through both the central and peripheral route, and would keep attendance rates up as fans want to see him or other ex-Coastal players.

A Social Media Analysis of Coastal Carolina Football

Methods

First and foremost, for this project will be the social media evaluation. In order to improve for future posts, past posted must be reviewed and analyzed for their effectiveness. Whether that be impressions, interactions or specific messages is determined on a case by case situation. Things like timeframe, captions, and professionalism will also be looked at to see which criteria is most effective at garnering student interest and eventually attendance. Next will be taking the most effective options and using those to increase followers and attendance. While these are happening, planning for potential events will happen. Determining what will attract the most students and keep them coming back will be the primary goal of research here. Simultaneously, will be the implementation of the event. I will be at the tailgate and Spring game, overseeing the execution of the event, and ensuring it all runs smoothly. Lastly, will be the post evaluation. This will involve looking at what I did well, what I could have done better, and what things did not go as planned or weren't as effective as initially thought. Meanwhile, I will need necessary approval from the Coordinator of Football Technology, Louis Francois. He oversees all of Coastal football's social media accounts and is my point of contact as I have previously worked with him. For possible game day events I may have to go further and speak to the Director of Football Operations, George Glenn. I have also worked with Coach Glenn and can speak with him if the need arises.

Regarding my topic of social media use and college football, there have been many studies in recent years. However, social media is still in its infancy, and much of the understanding is not complete. Recent studies produce some interesting results that offer some good insight even before examining any of the football social media. One such study, focused on a D-I school in Ohio, provided some compelling results. "Specifically, most students had

A Social Media Analysis of Coastal Carolina Football

Facebook accounts, while it was less common for the students... to have a Twitter account. In particular, results indicated that college students used the athletic department webpage most often to follow the teams... followed by Facebook, traditional media websites, Twitter, and YouTube.” (Lukach, J. P., Kornspan, A. S., Seungbum, L., & Duve, M. A. , 2017, p. 90). These results indicate the most effective methods to reach students would be the athletic website, followed by social media, something previously unexpected. Social media sites seemed as though they would be the most popular, followed by other online means. However, these results confirm those found in other studies. According to Clavio and Walsh, (as referenced in Lukach, et al., 2017), Facebook was the most popular social media site for students to access team information, but the actual athletic websites were still the main source of information.

Other studies focused on specific demographics and their viewing habits. With the advent of new technologies, fans can experience games in a variety of ways. Whether it be at the stadium, on tv, a streaming service or social media, the possibilities for viewing seem to be almost endless. Social media may offer the most insight, however as it offers glimpses into who consumes what type of media. But, according to Schultz and Schefter (2011), “Heavy consumers of content are always attractive to advertisers, marketers and programmers, but because this consumption is taking place through a relatively new platform, it may not be easily identified or measured.” (Schultz, B., Schefter, M., 2011, Discussion, para. 2). While it can be difficult to extrapolate these things, advances since this article have made it much easier. Tweets can show many people have viewed the tweet, as well as reshared it to their followers. Similar features exist on relatively all social media sites, and can help identify the demographics in which we are lacking within the students themselves.

A Social Media Analysis of Coastal Carolina Football

Potential Problems

With any attempted project, there will be limitations or unforeseen problems that arise. One such problem could be keeping track of student attendance rates. With such a large student body, it will be difficult to keep track of who attends which game. However, the University already uses CINO card scanners to allow student access and will no doubt aid in or release the attendance rates. Another problem that may occur could be the set up and execution of a potential event. As I am the only party responsible for these types of things, it will require extreme detail and planning to successfully execute the event. However, proper preparation can help alleviate some of these pressures. Other problems, such as limited content to post, or similar social media restrictions may appear. However, through proper analysis and evaluation, the best posts can maximize their effectiveness and will not feel stale or similar to other posts.

A Social Media Analysis of Coastal Carolina Football

Written Description – Spring Game: April 6th, 2019

Every year, after the annual spring practice season, Coastal Football holds an inter-squad scrimmage known as the Spring Game. This scrimmage pits Coastal's players against their own, typically with a mix of starters and backups composing each team. This year was particularly special, with Coastal continuing to cement their FBS legacy. The transition period is over, and Coastal must maintain an average home attendance of 15,000 during the regular season.

To ensure these attendance standards are met, the Spring Game is conducted in a fan friendly manor. This year, the game was comprised of the standard mixed team fashion. However, in order to involve the community and bring lifelong fans into the equation, a “kids’ zone” was constructed on one quarter of the field. The section was fenced off to prevent any harm to the children. Further, Alumni and fans had the opportunity to pay a small \$15 fee for complimentary tailgate breakfast in the parking lot before the game. After the game, fans had the opportunity for an autograph session with current players. This allowed fans to connect and identify with players on a personal level, furthering their involvement and bond to the team. Overall, these sections proved to be a huge success. Head Coach Chadwell had many speaking engagements at different locations around Conway to advertise these services. Further, all of these activities were advertised through social media platforms such as Instagram and twitter, as well as through goccusports.com. This mass blanket of advertisement ensured many families would enjoy these events, and hopefully return for the fall season.

Alumni had the opportunity for a social the night before the Spring Game, on Friday, April 5th. This social included a variety of food, beverages, and entertainment. These alumni, who previously played on the football team, shared memories, laughs, and a few drinks. The alumni had a great time reconnecting and reminiscing and were grateful for the chance to do so.

A Social Media Analysis of Coastal Carolina Football

They lamented that others could not attend and discussed convincing the others to come next year. On the day of the game, some of the alumni spoke to the players in the locker room. One such alum, Mike Tolbert, was an NFL running back for a number of years. While a man of few words, he and others expressed their gratitude for the opportunity to play at the university, and how much he and others missed playing here. They told the players to make the most of their situation, before leading the team to the tunnel. Smoke poured out of the tunnel, and the alumni had the opportunity to run out to the cheer of fans one last time. This was special for the alumni. Being welcomed back so warmly was something not always ensured previously. Now, the alumni are sure to attend future games, and bring their family and friends too. The coastal experience will be extended beyond these people, as they try to share something special with the ones they love.

The Spring Game was also an exciting experience for potential recruits. They had the opportunity to tour the facility and campus with some of our interns. The recruits were also measured and weighed in a variety of ways, to project their final size if attending Coastal and completing the strength and conditioning work. Next, the recruits completed standardized NCAA paperwork, to ensure the legality of their visits before the fun began. Football jerseys, shoulder pads, and other gear were set up for recruits to take photos on. All of the gear was authentic Coastal Football gear, which allowed recruits to experience what it would be like to play here. These pictures are often posted to social media, broadening Coastal Football's reach across various social media sites. The recruits then had the opportunity to experience player meetings, as well as various locations inside the stadium. Fortunately, there were many unexpected celebrity appearances at the Spring Game. Mike Tolbert, previously mentioned, was in attendance. Randy Moss, Hall of Fame NFL Receiver, was also in attendance as his son, Montigo, attended the

A Social Media Analysis of Coastal Carolina Football

Spring Game. This was a huge boost for Coastal, as someone of Moss's caliber attracts a lot of attention to a program. This could be hugely beneficial, as it will undoubtedly attract recruits and high-level fan attention. Attendance could improve simply because fans hope to see Moss or Tolbert, or even NFL corner and Coastal alum Josh Norman, at home games during the upcoming season.

Overall, the Spring Game was extremely successful at attracting fan attention. Several families attended the "kids' zone" and autograph section, which ended up taking more time than originally anticipated. This event allowed fans and players to form a bond and will hopefully attract them for the upcoming season. This type of event directly draws from ELM. The central route is achieved through the interaction and "expert" advice from staff and players. Further appearances from alumni, such as Mike Tolbert, or NFL Hall of Famer Randy Moss, add to these effects. The peripheral route of ELM was achieved through the general atmosphere of the day. The weather was fantastic, and the event had many free opportunities for fans. These less noticeable portions subconsciously persuaded fans to return later. If they had an enjoyable experience, for whatever reason, they are more likely to return.

During the Spring Game, I personally oversaw the setup over various items at each station. I was also responsible for the setup and capture of digital content for further social media use. With that in mind, the Spring Game itself was an all-day event, lasting about 6 hours in total. This time included all the setup, the game itself, as well as some minor downloading and editing after the game.

A Social Media Analysis of Coastal Carolina Football

Written Description – Content Creation

This section dealt with any type of digital media produced for online or social media purposes. This included schedules, graphics, and videos Tweeted out through Coastal Football. Typically, this content is shot by a number of different interns, during practice or workout times. During these periods, I am helping to set up drills, and move players around as necessary for both the coaches and the social media content. Once practice has ended, I help upload all of the content so that it may be sorted for each day, and eventually edited. Typically, the content is posted along a pre-determined timeline, as discussed in our Social Media Meetings.

Content is created and edited using Adobe Premiere programs. These programs allow the user to create flawless and clean video, complete with overlaid audio, as well as professional graphics. Several examples of these graphics are listed within the larger analysis table. These graphics, often depicting current players or campus, has our logo and color scheme displayed in a recognizable fashion for all graphics. Video typically contain our logo and different program phrases at the beginning, or end of the video. This type of similarity and semblance between content allows fans to see the common theme, and more easily connect with not only each piece, but the overall campaign. These images weave a common message for fans, and will hopefully continue their interest for the upcoming season. Smooth transitions, music, and other color-changing or speed changing effects are added to the video clips for a more dynamic and exciting feel. Pictures are often cropped or edited for a different focus or emphasis, generally relating to the captions selected.

The graphics emphasized a variety of different program ideals, coach updates and publicity moments. For example, graphics were sent to recruits to express what we want as a program, and the standards we hold ourselves to. These include competition, sacrifice, belief,

A Social Media Analysis of Coastal Carolina Football

and others. These are the things Coach Chadwell stresses to build the right kind of program.

These types of standup young men will connect with fans on a more personal level and draw even further fan interest through the social media posts. Captions for these posts were selected based upon the focus of the picture or the video. Content regarding coaches says so in the description, while practice pictures or film typically have a caption related to one of the scenes within the post.

A Social Media Analysis of Coastal Carolina Football

Written Description – Social Media Meetings/Brainstorm Sessions

Every week, on Monday specifically, there would be a coordinated social media meeting. This meeting typically took from 1-2 hours and was a general overview of the upcoming events. The social media calendar for the next few weeks was laid out, with important dates selected. These dates included holidays, player birthdays, coastal events, or other days selected within a dark period, between some of these selections. Typically, content was posted during these dark times only related to practice, while events or holidays required date-related graphics. Dark posts would be practice shots, or video clips edited together. This type of post was consistently our most posted content. It related to different spring practice days and gave fans an inside look into some of the work the team was doing. Fans will see the players hard work and dedication and will want to see the product that is put on the field. Content related to specific dates will only further interest fans. Fans will likely process this less serious type of post through the peripheral route of ELM, while practice content will interest them through the central route. The fun posts will draw interest because they are related to event fans already know and associate with. The action posts of practice will draw fan interest through the expert approval of the team. With coach and players vouching for the upcoming season, why is there reason not to believe them? This two-fold approach will not only encompass a wide range of fans, but also a wide variety of Coastal students, our primary demographic of the project.

Other matter discussed at these and other social media-oriented meetings included a wide range of topics. While we tried to plan out the posts for the next few weeks, brainstorming sessions were time taken to plan even further, into next season. These sessions would outline the general plan for the summer, as well as the upcoming season. Specific themes, such as the program core values, or the team volunteering in the community, were pre-determined around

A Social Media Analysis of Coastal Carolina Football

dates without other large events. Creatively, these meeting had us outline how we would shoot this content, and the beginning ideas on how to edit each piece. As a social media team, Coastal Football does not want to post the same things over and over. Rather than being stale, the football account wants to continually post fresh, entertaining, and relevant content. This is something that is emphasized all the time, as we transition to a more serious presence online as we have become full D-1. We want to draw in as many fans as possible, and these meeting ensure we have an array of ideas and content at our disposal. We can interest fans, educate them, and build their excitement for Coastal Carolina Football. While not shown here, the content described is shown in combination with the specific content creation section. Further, those examples can be found in the samples section just before the results, with a creative explanation for each.

A Social Media Analysis of Coastal Carolina Football

Written Description – Social Media Analysis

In the following section, Coastal Carolina's Football social media, specifically their twitter, was compared to other Sun Belt division schools, which is Coastal's conference for athletics. The accounts were compared on a school by school basis for their growth, audience, and content. By analyzing how our competitors interact with fans and recruits, we can position our self and our messages to suit our situation and adjust to any changes. I analyzed a variety of types of content, focused both on the peripheral and central routes of ELM to see which kinds are working for other schools. In that way, we can hope to improve our social media efforts, and draw in larger crowds. Below is the data from that analysis:

School	Enrollment 2013
TX State	38.8k
GA State	32k
GA Southern	20.6k
ULL	19.1k
Troy	18.4k
App St	18.2k
S. Alabama	16k
Ark. State	14k
CCU	10.4k
ULM	9.1k

School	Twitter Audience 2013
TX State	9.8k
GA State	6.6k
GA Southern	16k
ULL	9.4k
Troy	14.4k
App St	20.3k
S. Alabama	9.4k
Ark. State	11k
CCU	11.1k
ULM	8.4k

School	Enrollment 2018
TX State	38.6k
GA State	32.8k
GA Southern	26.4k
ULL	19.4k
Troy	18k
App St	18.8k
S. Alabama	15.6k
Ark. State	14k
CCU	10.6k
ULM	9k

School	Twitter Audience 2018
TX State	21.9k
GA State	18.2k
GA Southern	27k
ULL	16k
Troy	29k
App St	32.4k
S. Alabama	18.7k
Ark. State	19.7k
CCU	19.6k
ULM	14.7k

A Social Media Analysis of Coastal Carolina Football

Each University listed was represented by the primary football twitter account. As evidenced in the table, Coastal has one of the lowest enrollments compared to other Sun Belt schools. However, we have comparative growth, while other have a student body loss. Even more, Coastal has maintained a strong twitter presence. Previously, as of 2013, Coastal had nearly 1000 more followers on the football account, than enrolled students. That trend has continued and exploded, with Coastal experiencing double the followers of the enrolled student body. Some schools, such as Texas St. for example, had a poor social media presence. While they are they the largest enrolled school in the Sun Belt, they had nearly 1/3 less followers than enrolled students. Even now, they have about half as many followers as compared to students. This represents a poor job done by their social media department. They are not making the most of their main consumer, student fans, who are readily available and already connected through the University. In comparison, Coastal has done quite well maintaining and improving their social media presence. This tremendous growth bodes well for previous methods and utilizing those in the future. To continue this success, new and improved methods and content must be used.

For all football accounts, a majority of posts were under the same category. These would be practice pictures or video, edited for public relations purposes. This type of post is much the same for any university account. They are relatively similar pictures or video, of different players executing specific drills or coaches with players. Other content, specified for events or holidays, faced the same problems. All of these accounts saturate the same college football demographic during each spring, holiday, and fall season. As such, these do not set any account apart from another. While they may have cleaner or more exciting edits, this is something that simply comes with time and an increased graphics budget, something Coastal is lacking. This is the one

A Social Media Analysis of Coastal Carolina Football

variable that can be analyzed for across all types of posts, the level of quality is important, and fans appear to respond to that. This is one of the most important variables noticed thus far.

Professional quality content makes the university and team appear more prepared, credible, and ready for the season. Fans will be excited to see an improved product on the field and trust the hard work and words of these young athletes and will be further persuaded through the central route. They will see the improved stadium and buzz surrounding next season and could be convinced to attend through the peripheral route. There are nearly endless possibilities for these advertisements to capitalize on the Elaboration Likelihood Model and its benefits. Below is a sample of other universities' content, as well as our content for the months of February, March and the first week of April. The content below is selected from the accounts of Troy and App St. over as they experience similar social media trends, with over double the followers as compared to their respective students' bodies. They were compared for their interaction, messages and content in the week leading up to their respective spring games. The results of these comparisons, interactions, and evaluations comprise a majority of the results section, found after the samples.

A Social Media Analysis of Coastal Carolina Football





SAMPLES NEXT 8 pgs

2019		February				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
28	29	30	31	01	02	03
04	05	06 Signing Day Graphics for Committs	07	08 Thanks to 2018/Awards Night videos. Tebow Foundation	09	10
11	12	13 Spring Practice Schedule, Believe and compete	14	15	16	17
18 New staff announcements, Do what's right	19 Team volunterring to read in community	20 Womens Lax, Always Put in work	21 Set the Tempo Video	22	23	24
25 Always Move your feet	26 Grind, Max lift videos	27 810 Bowling	28 One day until Spring Practice	01	02	03
04	05	Notes: *Any articles or content associated with goccusports.com was not released to us or worked on by myself.				

2019		March				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
25	26	27	28	01	02 Football is Back	03
04 Control the controllable, begin coach interviews	05 Spring Ball pictures, Camp Graphics, Bring the Intensity, Nacho Hippo- Chadwell	06 Coach Staggs video yesterday & today, Coach scott retweet	07 Coach Isaac Video	08 Spring Break Lift, Diving into break	09 Spring Break Mood	10
11	12	13	14	15 Stadium Progress	16	17
18 Chadwell Speaking Engagements, Alumni Announcement	19 Coach Sanders Video	20 Wallpaper Wednesday	21 Grind in Spring	22 Pro Day graphic, Coach Cov video	23	24
25 Culture Matters video, Spring Game Graphic	26 Youth Camp Graphic, Magee Video	27	28 Magee Video, Durkin Video, Reel it in	29	30 Through the Uprights, Coach Hollowell interview	31
01	02	Notes: *Any articles or content associated with goccusports.com was not released to us or worked on by myself.				

2019		April				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
01	02 Rain or shine always grind, Coach king video	03 Coach King Video	04 Spring Game Graphic, Pre Spring Game Interview	05 2019 Schedule tickets	06 Spring game graphic, Spring Game post video	07











A Social Media Analysis of Coastal Carolina Football

Date	Caption/Reason of Post	Picture	Analysis	Interactions
4/19/2019	Upcoming Schedule Announcement - Charlotte v App St		App st. will play the Charlotte 49ers a series of times from 2026-2029. Attached to the graphic is a link to an article describing the terms of the deal. Comparable to something we would post.	26 retweets, 160 likes
			Android and iPhone versions of the same wallpaper. Double shot of one of App st.'s players. Great use of their color scheme, logo, and other program identifiers. Very professionally done. Higher quality than coastal.	14 retweets, 165 likes
4/17/2019	No limit. No Excuses. Just execution. Wallpaper			
4/16/2019	Built in the Offseason Video	https://twitter.com/AppState_FB/status/1118303186434056193	App st. has not had their spring practice to date, so they are substituting this missed content with highlight content from the past season. Just a quick B-roll of some weight room lighting, as well as their logo. Professional editing, similar level to coastal.	53 retweets, 413 likes, 9.1k views
4/15/2019	Monday Motivation Video	https://twitter.com/AppState_FB/status/1117913864996155392	Different groups of players lifting and doing other off season drills. Not in pads, only shorts and cleats. Shows dedication and hard work of the team, as well as competition in some drills. Good edit as players lean effect makes you feel as though you are leaning. Higher quality than coastal, comparable on other levels such as logo, color scheme etc.	62 retweets, 480 likes, 14.8k views
4/12/2019	Head Coach Drinkwitz Birthday Graphic		Decent graphic overall. Good use of merchandise, sponsor, logos, program philosophies and color scheme. Action shot of coach doing his job. Emoji above the text draws away from it. Comparable to the level of Coastal.	29 retweets, 307 likes




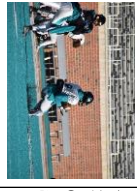

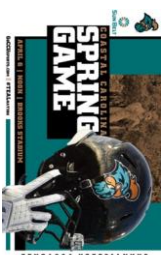


A Social Media Analysis of Coastal Carolina Football

Date	Caption/Reason of Post	Picture	Analysis	Interactions
4/19/2019	Last practice of Spring - Troy		Similar content to our practice pictures. Similar edits and action shots, just different subject matter and drills. Program is showing their hard work, and commitment through the group photo. Similar messages to our social media. Also advertises upcoming Spring Game	6 retweets, 35 likes
4/18/2019	Lineamen Appreciation video	https://twitter.com/TroyTrojansFB/status/1119016073771270144	Fun, personality video of the most underappreciated position in football. Shows even bigger, less athletic guys can play, fans respond to underdogs. Similar level quality to our production.	16 retweets, 145 likes, 4.9k views
4/18/2019	Spring Practice Picture and Hype Video		Troy typically posts twice a day, but both these were singular yet similar so grouped together. Video showed some clips from last season, picture shows team huddle in preparation for Spring Game.	46 retweets, 166 likes, 11.5k views
4/17/2019	Trojans on me, Trojans on Three	https://twitter.com/TroyTrojansFB/status/1118626550889496576	Action shots of QB and RB. Show excitement, action, intensity. Similar content to what we post, Troy is more consistently realizing this content, however.	13 retweets, 90 likes
4/17/2019	Pursuit of Greatness			
4/16/2019	Troy Alum Demarcus Ware Returning		Troy advertising upcoming spring game, with guest NFL player Demarcus Ware. Huge PR opportunity, fans can meet and interact with Hall of famer, recruits too. Draws huge interest from the surrounding community, expert on subject matter. The overlay of him in the different jerseys and full stadium is very professional and builds excitement for the season.	31 retweets, 101 likes
4/15/2019	Spring Game is coming video	https://twitter.com/TroyTrojansFB/status/1117898213120446464	Typical PR video, just emphasizing the action and intensity of practice. Drawing excitement for the season.	23 retweets, 107 likes, 2.4k views
4/13/2019	Scrimmage 2 Highlights Troy	https://twitter.com/TroyTrojansFB/status/1117142990147837952	Interviews with coaches explaining what was good, what still needs improvement. Extended clips shows highlights during the scrimmage. Explosive plays draw fan interest, fans care about what the coaches say.	16 retweets, 53 favorites, 1.5k views
4/13/2019	Spring Game in 1 week graphic - Troy		High Quality graphic of a player to remind fans of the date and time of spring game. Different angles and edits effective with Troy color scheme.	15 retweets, 57 favorites




A Social Media Analysis of Coastal Carolina Football

Date of Post	Caption/Reason of Post	Picture	Analysis	Interactions
6-Apr	Spring Game post video		Video showing highlights from the Spring game. Big plays, big hits, TBs, PBU's, etc. Shows how hard the guys compete, but still together as one team. Players signing autographs, fans having a great time. Draws in more community members for upcoming fall. Good to thank and show fans for spring, continued interest and support.	18 retweets, 430 likes, 8.8k views
6-Apr	Come to the Spring Game @ Noon		Spring game advertisement picture. Hoping to draw in any last minute fans or those unaware of the game. Good action shot to the excitement and fun of real home game. Couldve used a current player for added effect.	163 likes
5-Apr	2019 Schedule Tickets		Graphic to sell tickets for the next football season. Good use of color, scheme and stadium to show our facilities and what we are all about. Link provided to buy tickets helps draws in future fans for next season.	18 retweets, 50 likes
4-Apr	Pre Spring Game Interview		Coach Chadwell describing what has happened over the spring. Team is still finding identity, becoming consistent. Core values still being emphasized, need to take root in kids. Both sides of the ball have made major strides. Spring game will have kids zone, autographs, opportunity to meet and connect with players on personal level.	22 retweets, 120 likes, 2.2k views
4-Apr	Spring Game Soon		Action shot of OL drill. Shows the team emphasis on fundamentals and offense. Picture is cropped somewhat strangely, couldve been better done.	13 retweets, 95 likes
3-Apr	Coach King Video #2		Coach King coaching WR's. Emphasis on effort, details, playing with passion. Pokes fun at some players, serious but still connects with players.	30 retweets, 145 likes, 3.8k views
2-Apr	Coach King Video		Good energy so far through practice. Philosophy is being rooted, no matter rain shine or snow. Competition is ke, alods consistency no matter the circumstances (rain). Moving up from HS. Xs and Os are the same, just tougher/faster. Dominate the perimite w/blocking and effort.	31 retweets, 199 likes, 4.9k views
2-Apr	Rain or shine always grind		Personality pic of some of the guys. Shows the team be less serious. Draws fan interest to meet these guys, recruits wants to be like them. Good editing, lightning is somewhat strange	18 retweets, 186 likes
30-Mar	Coach Hollowell Interview		Strange audio, loud then quiet. Hollowell talks about poor effort and attitude, which starts with the staff. Young guys at OLB, still working and learning. Still early, few adjustments to new scheme. Trying to play fast and mistake free.	12 retweets, 67 likes, 1.8k views
30-Mar	Through the Uprights		Overlooked subject, special teams. Only FG shot, places emphasis on all aspects of the game, attention to detail. Good to see many starters too, show the team truly cares. Some stadium renovations can be seen in the background too, as well as our one of a kind turf.	21 retweets, 146 likes

A Social Media Analysis of Coastal Carolina Football

28-Mar	Reel it in		  	Action shots show the grind and effort of our players. They are going to make plays, whether fans are here or not. All great catches or TDs, excitement for the offense and team as a whole moving towards the season. Excellent quality on the picture helps them stand out.
28-Mar	Durkin Video – From New England	https://twitter.com/CoastalFootball/status/111345381575720962		Solid spring so far, a lot to improve still but good focus and effort. TE not always necessary, always have to be ready to make a play. Loper and Harrell doing good at Tackle, improving every day. Much better weather than in CT.
28-Mar	Magee Video – Technique/Intensity	https://twitter.com/CoastalFootball/status/111249302050033664		B-roll of Magee coaching. Very hands on, loud and fun. Intense but detail-focussed. Has fun with DL, but pushes them to work.
26-Mar	Magee Video – First Spring	https://twitter.com/CoastalFootball/status/1110616607171047425		Good energy, some mistakes but to be expected. Trying to instill culture of competition, excellence, detail oriented. Vets have done good job, just continue to build and get better for the season.
26-Mar	Youth Camp			Youth camp graphic has excellent photoshopped. Dynamic image and scheme shows real kids enjoying the camp at Coastal, a major selling point. The additional information provides fans with all the tools to experience the camp and sign up. Very informative and persuasive.
25-Mar	Spring Game Graphic			Similar design to coach announcements and recruit commitments showcases our color scheme. Date and Time of Spring Game on graphic to draw the public in for support. Further events planned in conjunction to game itself. Bounce house, autograph station and food will all be stations before, during, and after Spring game. More info available through the embedded link.
25-Mar	Culture Matter Video	https://twitter.com/CoastalFootball/status/1110171317905616896		Program philosophies and team breakdown. Teammates are family, fans are family. Coastal is all connected.
22-Mar	D'Angelo Henderson Advice – Pro Day	https://twitter.com/CoastalFootball/status/1109224997736902656		Coastal taught him how to be a man, how to be a pro, what it takes to be successful. In the NFL. Thankful for players and coaches, taught him to prepare and stay thankful.
22-Mar	Coach Cov vid	https://twitter.com/CoastalFootball/status/1109097714589472768		Good effort, especially from defense today. Shaking off rust from Spring Break, some mistakes and things are sloppy. Younger guys competing for spots, learning, playing fast. Good leadership from returning players, Tre, Steven etc. Antwan & Seth stepping up full time. Poor audio quality on the questions, hear lots of traffic in background.
22-Mar	Pro Day Graphic			Pro Day Graphic is well designed, good action and use if our color scheme. Shows that Coastal produces legit NFL talent, draws interest from potential players and local fans.
21-Mar	Let your play do the talking video	https://twitter.com/CoastalFootball/status/1108870001484804097		Video showing huge catch and run by offense. Shows versatility and competitiveness of team. Draws interest for spring/summer season.
21-Mar	Grind in Spring video			Good editing on the action photos, showcases different drill work and position groups. Filters and effects add to the emotion of the grind as the spring continues. Continually building excitement, support, and interest in the Team.

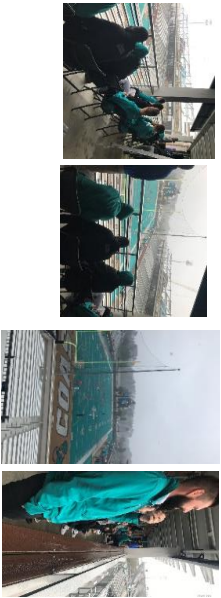

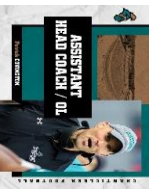
A Social Media Analysis of Coastal Carolina Football

				Graphic building excitement for the season. Schedule shows all of the games and tougher competition. Fans more aware of the schedule will come support team at home, along with support and connection from speaking events, camps, etc.
20-Mar	Wallpaper Wednesday Schedule (Same picture, Droid v Apple)			High effort guys - Mankins, Jackson. Defense has added new wrinkles, not too much has changed. Just trying to get the guys to play fast and not think as much.
19-Mar	Coach Sanders Video	https://twitter.com/CoastalFootball/status/1108036909044035584		Coach Chadwell expressing gratitude for those at coastal who have come before him, and inviting Alumni to come back for the spring game. Good way to draw in Alumni and their families from farther away areas. Some ex NFL players, such as Mike Tolbert expected to attend, increasing fan interest in the Spring game.
18-Mar	Coach Chadwell Alumni Announcement Video	https://twitter.com/CoastalFootball/status/1107713626499092480		Good PR opportunity for Chadwell. Showcases the different places to meet Chadwell, and where he will speak. Gets him into the community to connect with them, the graphic draws fans in.
18-Mar	Chadwell Speaking engagements			B-Roll of stadium renovation. Upper stands, renamed weight stuff, etc. New and exciting things happening draws fans interest.
15-Mar	Stadium Progress Video	https://twitter.com/CoastalFootball/status/1106617078293905413		Wishing good luck to young fan dealing with surgery
13-Mar	Staff video to Michael wishing good luck in surgery	https://twitter.com/CoastalFootball/status/1105817245983428608		Good personality pic of DL. Shows team works hard, but the game is still fun. Draws excitement for the season, plays on current events. Good timing for the tweet.
				
9-Mar	Spring Break Mood			Short video of in season TD. Good to start of break, fans can relate to the celebration and timeliness.
8-Mar	Diving into Break Video	https://twitter.com/CoastalFootball/status/1104063584496222209		Spring Break Lift. Guys dressed up for break, Fun, good PR video. More easygoing, PR/interest focused not showcasing program standards.
8-Mar	Spring Break Lift Video	https://twitter.com/CoastalFootball/status/1103989422360539136		Co-OC w/ Coach Korn. Known eachother since 2010 on same page. Good energy so far through first few spring practices, clean up some mistakes. Youngs RBs, develop depth and learn playbook for younger guys, other than CJ, Baden, and Jac. Emphasis on learning.
7-Mar	Coach Isaac Video	https://twitter.com/CoastalFootball/status/1103708858768330752		Coach Scott hype video at practice. Energizes fans for spring and fall seasons.
6-Mar	Coach Scott Sauce video Retweet	https://twitter.com/coachchad_scott/status/1103406566022279168		Coach Stages mic'd up. Very excited and loud, yelling and running around. Detail oriented.
6-Mar	Coach Stages coaching style video	https://twitter.com/CoastalFootball/status/11033904335580497923		












A Social Media Analysis of Coastal Carolina Football

			Good PR picture of Chadwell. Out in community, meeting people at restaurant. Good for PR, attracts local attention and support.
5-Mar	Coach Chadwell @ Nacho hippo		
5-Mar	Bring the Intensity Video	https://twitter.com/CoastalFootball/status/1102069298673811459	BAM Drills - 1v1 blocking. Shows Intensity and competition - Program Philosophies
			Graphic showcasing dates of Coastal football camps. Useful for recruits - has link to sign up embedded in tweet. Shows Head Coach Chadwell as he will be sponsoring and running the camps. Good PR and to improve the level of recruits.
5-Mar	Camp Graphic/Signup		Intro video of Coach Stages. Talks about good energy for LBs, some guys being hurt so 2's getting reps. Instinctual group, transitioning to a new scheme. Some stuff similar, some different but they're starting to get it. Fight through adversity, bad weather things change etc. Worked w/ Chadwell before so easy transition.
5-Mar	Coach Stages intro video	https://twitter.com/CoastalFootball/status/1102999278539165696	Good action shots to show the start of spring practice. QB, WR, OL/DL all important positions, showcase diversity of positions and team itself. Fog editing adds drama and emotion - Excitement no matter the circumstances. Determination.
5-Mar	Spring Ball pictures		
4-Mar	Control the Controllable video	https://twitter.com/CoastalFootball/status/1102680779937726465	Coach Chadwell inspiration at the end of practice, with some QB/WR work. Important positions and wisdom, control what you can. Build interest from recruits and fans, more emphasis on program philosophies.
			Interview with new co-OC Coach Korn. Talks about renewed excitement and energy for spring and upcoming season. Competition at multiple positions, young QBs made of the right DNA. Day off after each practice allows plays and concepts to really soak in. Mistakes happen, keep the same energy as spring progresses.
4-Mar	Coach Korn Video	https://twitter.com/CoastalFootball/status/1102611947596537856	Short PR video for the start of Spring Practice. Kids in Helmets doing drills, build excitement over spring/summer and into the season.
2-Mar	Football is back video	https://twitter.com/CoastalFootball/status/1101904471817375744	Coach chadwell talks about seeing effort and energy from team despite mistakes. New season, positions, scheme, etc so mistakes expected. Staff has to bring energy so tea can find off it. Thermostat - sets the temperature.
1-Mar	Chadwell - First Spring practice video	https://twitter.com/CoastalFootball/status/1101658863076589570	More Pre Spring practice hype. Coach chadwell talks about the upcoming spring, what he's looking for from the team, expectations.
28-Feb	CCU sports article link - Pre Spring Practice	https://twitter.com/CoastalFootball/status/1101299639087742976	More drill work, building anticipation for Spring practice. Variety of positions/drills, and team breakdown. Brotherhood + competition.
28-Feb	One more day till spring ball video	https://twitter.com/CoastalFootball/status/1101162667513991170	Goes over the Spring practice schedule, and small links to each of the new coaches for the staff directory. Trying to draw interest, keep fans aware of important dates.
28-Feb	CCU sports article - Coastal set to practice	https://twitter.com/CoastalFootball/status/1101124059553763328	

A Social Media Analysis of Coastal Carolina Football

27-Feb	810 Bowling Video	https://twitter.com/CoastalFootball/status/1100905300029292544	PR video of team in the community. Day off, went to bowling alley together. Players could be more excited, but good B roll/other content to show its not always about football.
26-Feb	Max Lift day video	https://twitter.com/CoastalFootball/status/1100545101644922885	Short video, shows players getting excited for teammates hitting max lifts. Showcases sense of community and brotherhood within team.
26-Feb	Grind Video	https://twitter.com/CoastalFootball/status/1100430372217737216	Competition day video, Emphasis on Competition, core value, and team competing wit eachother to get better. Tug of war type drill, fun for players. Fans can see what type of program we are
25-Feb	CCU sports article - Chadwell speaking events	https://twitter.com/CoastalFootball/status/1100070399365312512	Article references Spring game date, practices and Coach Chadwell speaking engagements. Talks about the kids section for Spring game, breakfast opportunity, etc. Articles better for older fans, more relateable to traditional content for them. Younger fans respond better to graphics.
25-Feb	Always move your feet video	https://twitter.com/CoastalFootball/status/1100048586451140608	Similar to other drill video, only focussed on feet and legs of players. Good PR video
21-Feb	Set the tempo video	https://twitter.com/CoastalFootball/status/1098612761494474752	Short video, showcasing sprin drills. Chadwell Says set the tempo, good action hots/edting of guys running sprints. Shows work team is putting in, good short PR video.
20-Feb	Always Put in Work video	https://twitter.com/CoastalFootball/status/1098342425683206144	Short video, more drill and conditioning work for a variety of positions. Early morning, somewhat dreary/foggy. Shows team is up early getting better for the season, monthly away. Fans more interested in better on-field product.
20-Feb	Afternoon break- Womens lacrosse		Raw shots of staff and players supports womens lax despite the rain. Tough conditions to get good pictures, but made the most of it. Showcases "Teal turf" and stadium renovations in pictures. Emphasize Coastal is a Family.
19-Feb	Love to see our guys out in the community		Good shot of current roster players volunteering to read. Shows the team is committed to the community, and wants to support those who support them. Important PR tactic to involve young kids and their families.
18-Feb	Do what's right, even when you're tired video	https://twitter.com/CoastalFootball/status/1097553818101997568	Coach Scott reviewing procedure for workouts. Also emphasizes program philosophy of competition, sacrifice. Showasa fans what we are about as a program, if morals line up then we will draw further interest.
18-Feb	Coach Cov named Assistant Head Coach		Good shot of Coach Cov, emphasizes his excitement and passion for the game. Already on staff, so not posted with others. Assistant Head Coach important position, hence why it was posted alone. Same design/color scheme as other graphics, good emphasis on new stadium renovations.

A Social Media Analysis of Coastal Carolina Football

18-Feb	Coach Korn & Isaac named co-offensive coordinators	 	Action shots emphasize coaching has been here, know the system. Similar scheme design to other graphics show connection through Staff and players. Names of the Staff themselves could've been larger or more noticeable. Not with new staff as they have just been promoted.
18-Feb	Coach Stuegs, Coach Mcgee, Coach King, Coach Scott named to staff		Good introductory pictures of new staff. Similar format to signing day pictures help wrap them together. Use of logos and the stadium feature Coastal Football, action shots of coaches show they can coach.
13-Feb	Believe and Compete video	https://twitter.com/CoastalFootball/status/1095852313015713794	Short video showcasing morning workouts. Guys running, jumping, doing different agility drills. Draws fan interest as they get an inside look, convince fans to stay up to date.
13-Feb	Article - Coastal announces spring practice schedule	https://twitter.com/CoastalFootball/status/109573582316380160	Small article referring to Spring Practice times for 2019, including Spring Game. Simple, easy to read, good graphic on top. Shows team unity. Fans get more information and can attend as they want.
11-Feb	Article - Coastal Football Update	https://twitter.com/CoastalFootball/status/1095038903185301504	Football update with Joe Cashion, announcer. General update of what new head coach Chadwell expects from program and players. Reviews spring practice and workouts, what he is excited for, etc. Good for fans, gain interest in team for next Season.
8-Feb	Night to Shine - Tehow Foundation		Pictures of current roster players volunteering in community. Good PR pics, show involvement and community connection between Coastal Football and Conway. Cell phone pics aren't always the best, but they get the job done here.
8-Feb	Award Night Video	https://twitter.com/CoastalFootball/status/1093964101678714880	PR video highlighting the awards night. Typically reserved for those involved with the program. Gives fans an inside look. Shows coaching speaking general event B-Roll.
8-Feb	Thanks to 2018 video	https://twitter.com/CoastalFootball/status/1093912776739905537	Small clip saying goodbye to 2018, highlighting some of the major changes for 2019. Shaky video, could improve quality. Good to get the information out for the fans however.
6-Feb	Article - Chadwell Press Conference	https://twitter.com/CoastalFootball/status/1093317241687425024	Video highlights the recruiting process, how we look for recruits, how many scholarships we had to give, and other factors that influenced who we offered and who signed. He goes on to talk about the quality of these players, and how they fit the high standards of the new program philosophy. Video allows fans to connect with Chadwell and gain an inside look into recruiting process and decisions. Generates major fan interest.
6-Feb	Article - Coastal adds 8 for 2019	https://twitter.com/CoastalFootball/status/109325044493758464	Highlights the other 8 signed on signing day. Coach Chadwell emphasizes that they fit the philosophy. Stats provided for each recruit, as well as the whole class. This information allows fans to connect with players, so they hopefully attend games.
6-Feb	Signing Day Graphics/Commitments	      	Standard signing day graphics, shows off gear/ guys well. Chant logo and other Coastal Football logos appear all over, reinforcing those images within the program. Different poses for guys separates them. Should have gotten "Jake Hill" in Coastal Gear.

A Social Media Analysis of Coastal Carolina Football

Outcomes – Expert Review Letter



Louis Francois

Today, 10:17 AM

Sean Ference ▾



Reply all | ▾

Sean,

I enjoyed reading your capstone research paper. I can tell you took this opportunity seriously, and you should be commended. The only feedback I have is next time use a larger sample size of other social media accounts. Social media accounts can evolve rapidly, and content would reflect that change. Overall you did an outstanding job, and it's been a pleasure working with you.

Regards,

Louis Francois
Director of Technology
Coastal Carolina Football
Office 843-349-2763
Fax 843-234-3488

A Social Media Analysis of Coastal Carolina Football

Outcomes – Results & Reflection

By evaluating other top Sun Belt team's social media accounts, we can more effectively market ourselves and attract students and other fans to home games. As discussed previously, Coastal has a huge potential for social media engagement. Compared to top programs such as Troy or App St., Coastal is in roughly the same situation. Each of these three schools have slightly below double the followers on twitter as students on campus. While many Sun Belt schools have large followings, these two were chosen for this distinct characteristic. Further, these are two of the top-level schools, performance wise. If Coastal ever reaches the level of their success on the field, we must ensure we are not lagging behind online. With these equaled out, the focus of the results sections would be on the content these accounts posted in a one-week span, as well as engagement during that period. The engagement would be calculated based upon likes, retweets, and video views for the accounts. Engagement gives a glimpse as to how effective these posts are, while the content is the actual messages being presented. The week was chosen to be April 12th – April 19th for the outside universities, while the week of March 31st – April 6th was chosen for Coastal. This difference may sway some of the engagement numbers, but unforeseen factors complicated the set.

A portion of this project's emphasis was placed on the Spring Game event. Social media was used in an effort to attract fans to this game, so social media content past that was not recorded. The other week was chosen for Troy and App St, for similar reasons. This was the week leading into Troy's spring game, so their engagement level for April 12-19 would be the same as ours during March 31 – April 6. Further, App St. experienced a small scandal regarding their account. App St.'s twitter was suspended sometime after February 25th, until April 8th. App St. received the suspension after using copyrighted music in one of their social media posts. The

A Social Media Analysis of Coastal Carolina Football

post in question has already been removed but left a huge gap in the possible data pool. They were unable to post a majority of practice content during this time, and the Spring Game fell within this window. For that reason, this week fit perfectly after the suspension and for Troy's comparison to our data. I believe this topic is important to mention for a variety of reasons. First, it clears the confusion regarding my data. Second, this issue happens to many top programs, such as Texas or NC State, as serves as a reminder to ensure the quality of our social media. Coastal cannot cut corners, or disregard standards or else the entire program will suffer and could push fans away. Overall, the goal for Coastal is to attract fans, specifically students to games, and a move like this would destroy all momentum.

When comparing Coastal's twitter account to Troy and App St., both averages and the most successful, or "best" post from the week time frame were analyzed. This data offered a glimpse into the engagement during periods when fans are actively searching out the accounts, or the Spring Games and reactivation of App St.'s account. These active periods would be very similar to those during the regular season, as fan interest grows in the programs and the accounts involve different demographics online. During this week timeframe, Coastal had 5 picture posts and 5 video posts, Troy had 5 video posts and 4 pictures, and App St. had 2 video posts and 3 pictures.

School	Coastal	Troy	App State
Audience	19.6k	29k	32.4k
Total Rt	267	193	184
Total Likes	1601	859	1525
Total Video Views	21.5 k	22.5 k	23.9k
AVG. Rt	27	21	37
AVG. Like	160	95	305
AVG. View	4.3k	4.5k	11.95 k

School	Coastal	Troy	App State
Audience	19.6k	29k	32.4k
"Best" Rt	84	46	62
"Best" Likes	430	166	480
"Best" Video Views	8.8k	11.5k	14.8k
Type of Post	Post Spring Game	Pre Spring Game Hype	First video post suspension
"Best" Video View %	44.90%	39.66%	45.68%

A Social Media Analysis of Coastal Carolina Football

Outcomes – Results & Reflection

First, the focus will be on the “best” or most successful video post from each account. While this level of engagement might not be standard, it is quite similar to game highlights, or other content of that nature. These types of videos, centered around important events dates, draw in major fan interest, especially from students. Students are already aware of a majority of these events and will lean on social media to keep them updated if they are not in attendance. By seeing the explosive plays, hard work, and brotherhood the team and fans share in the videos, they will be more likely to attend future events or games. Troy’s pre spring game video received about 12,000 views, or nearly 40% of their possible 29,000 following. While some of these views may have come from non-followers, that is fine. Twitter allows users to retweet content for other users to see. If a non-follower of Troy sees a video of this nature, and are generally interested, they will follow the account. The same is true for Coastal’s account, which received almost 9,000 views, or almost 45% of their possible 19,600 following. App St. experienced a viewing of almost 15,000, or about 46% of their possible 32,400 following. This bodes well for Coastal’s online presence. For our most intensive content, we are receiving about the same percentage of our potential viewers, 40-50%, as top Sun Belt programs.

For this time period, Coastal received comparable average engagement, too. In fact, Coastal had higher average retweets and likes over this period, while Troy had more views. App St. was extremely strong in likes and views during this period, but more consistent in retweets as the other university accounts. While their suspension may play a role in the fan hunger for App St. content, it does seem to prove that less content can be more effective. This is an important lesson to learn, as Coastal is consistently on the higher end of average posts. Switching up the

A Social Media Analysis of Coastal Carolina Football

media schedule and releasing larger projects less frequently may influence student fans on an even larger scale.

Overall, the findings from the social media analysis and event coordination have provided some exciting and useful results. While I was hoping for more message based, conclusions, I am still happy with the outcomes. I have found that similar university twitter accounts, in the Sun Belt at least, post largely the same content. Generally, they are a variety of players and coaches practicing on the field or working out. They showcase highlights, heavy weights, and other exciting football drills or events. They have some form of background music in videos, a common logo and color scheme, or staff and players in more personal, conversational content. Practice related content is geared toward generating interest in the team. This type of content will get fans and interest them but does not have a lasting or meaningful effect. This type of content attracts fans through the peripheral route of the elaboration likelihood model. Personal content connects fans to the team directly and form a distinct bond. This motivation is through the central route. If you are invested in someone or something, and care deeply about them, you are more willing to go and support that person or team.

I think I performed better than I expected. I have never done a social media analysis and was unsure before attempting it for this project. However, I think my table and conclusions are very clear. It is less content, and message based, as every football account is posting nearly the same thing. Timing has a key factor in attentiveness on social media, as well as quality of work. Fans do not want to associate with a poor or cheap program. Fans are more likely to invest and attend if they appreciate the standards set by a program. They can see the attention to detail on the field, as well as their graphics and videos online. This team cares about its image; it's committed to excellence. These types of conclusions are drawn from professional work. It is sad

A Social Media Analysis of Coastal Carolina Football

to say that I am not at this level. Coastal's graphics department is comprised of unpaid students and volunteers currently, so it is lagging behind other teams like a Troy or an App St. Other than that, however, Coastal has a strong social media presence. While we face this problem, it is also a huge opportunity. Coastal already has large interaction and fan support online. If their quality of work improves, then their fan base will explode. More fans and students will participate and attend home games, hopefully cheering the team towards a bowl game.

Done differently, I would have been more social media based. The Spring game, while a good event, was more family focused than student oriented. When I first chose my project, no one had any idea the family sections would be set up. Given a second chance, I would dedicate all of my time towards better identifying social media trends and messages, something I somewhat lacked in. My data pool was somewhat lacking and probably affected my results. A larger scale study of the top programs social media would give us an understanding of what it takes to compete at the highest level online and leapfrog some other universities. One other concern connects to the age of the program. Football at Coastal is less than two decades old, while most universities have storied pasts of football greats. This lack of tradition severely hurts Coastal's attendance and I believe is one of the main contributors to the lack of students at games. This is another variable to evaluate and analyze, that could solve this problem.

A Social Media Analysis of Coastal Carolina Football

Project Hourly Manager Log

Date	Task	Minutes
2/4/2019	Met with Organization contact	45
2/4/2019	Class Meeting – Theories	60
2/5/2019	Worked on Rough Reference List	60
2/6/2019	Class Meeting – Theories	60
2/6/2019	Worked on Rough Reference List	90
2/8/2019	Worked on Rough Intro	120
2/10/2019	Worked on Rough Intro	120
2/12/2019	Finalized rough intro	90
2/13/2019	Class project discussion	60
2/15/2019	Social Media Meeting	90
2/18/2019	Class Meeting - Fix Intro	60
2/20/2019	Class Meeting - Fix Intro	60
2/20/2019	Updated Work log	60
2/21/2019	Met with Advisor before break	30
2/22/2019	Updated Rough Intro	90
2/22/2019	Met with contact to review work	90
2/25/2019	Social Media Analysis	120
2/25/2019	Social Media Coordination Meeting	90
2/25/2019	Created Social Media Content (Practice)	120
2/26/2019	Gathering of examples	120
2/27/2019	Planning of Final Paper	120
2/27/2019	Created Social Media Content (Practice)	120
2/27/2019	Rough Outline	120
3/1/2019	Updated work log	45
3/1/2019	Social Media Brainstorm	120
3/2/2019	Created Social Media Content (Practice)	120
3/3/2019	Began writing final portfolio	120
3/4/2019	Social Media Meeting	90
3/4/2019	Continued work on Final Portfolio	90
3/6/2019	Gathering of Data/Examples	90
3/6/2019	Continued work on Final Portfolio	120
3/7/2019	Social Media Brainstorm	120
3/8/2019	Created Social Media Content (Practice)	120
3/10/2019	Updated Intro to be more focused	90
3/11/2019	Social Media Meeting/Calendar Update	90

A Social Media Analysis of Coastal Carolina Football

3/12/2019	Gathering of Examples	90
3/13/2019	Met with contact to review work	90
3/14/2019	Planning of future social media	120
3/16/2019	Created Social Media Content (Editing)	120
3/16/2019	Updated work log	45
3/16/2019	Planning of future events	90
3/17/2019	Analysis of Social Media	120
3/18/2019	Social Media Meeting	90
3/19/2019	Organization of Social Media	90
3/21/2019	Created Social Media Content (Practice)	120
3/21/2019	Planning for Spring Game	120
3/23/2019	Created Social Media Content (Practice)	120
3/24/2019	Continued organization & writing on final portfolio	120
3/25/2019	Social Media Meeting/Calendar Update	75
3/26/2019	Created Social Media Content (Practice)	120
3/26/2019	Social media Gathering/Analysis	60
3/27/2019	General Updates of all pieces	75
3/28/2019	Analysis of Social Media	120
3/28/2019	Updated work log	45
3/28/2019	Created Social Media Content (Editing)	60
3/28/2019	Updated Intro	60
3/30/2019	Created Social Media Content (Practice)	120
3/31/2019	Updated Theories for intro	120
3/31/2019	Continued Writing on Final Portfolio	120
4/1/2019	Social Media Content Sampling	120
4/2/2019	Created Social Media Content (Practice)	120
4/3/2019	Meeting for Spring Game Coordination	90
4/3/2019	Created Social Media Content (Editing)	75
4/4/2019	Created Social Media Content (Practice)	120
4/5/2019	Created Social Media Content (Practice)	90
4/5/2019	Updated Work Log	15
4/6/2019	Event - Spring Game	360
4/7/2019	Created Social Media content from Spring Game	90
4/8/2019	Social Media Coordination Meeting	90
4/8/2019	Social Media Sampling/Analysis	60
4/10/2019	Social Media Analysis	120
4/11/2019	Hourly log Update	30
4/11/2019	Description of Spring Game	90
4/12/2019	Description of Social Media analysis (Ours and Rivals)	120

A Social Media Analysis of Coastal Carolina Football

4/14/2019	Began work on Reflection	90
4/14/2019	General Portfolio Updates	60
4/15/2019	Continued Work on Reflection	120
4/16/2019	Gathering of stats, figures, other useful data	75
4/17/2019	Final Update of Introduction	90
4/17/2019	Description of Content Creation/Editing	120
4/18/2019	Continued Work on Reflection	60
4/18/2019	Grammar or Stylistic Portfolio Updates	45
4/19/2019	Written Descriptions - Spring Game	120
4/19/2019	Stylistic Updates for examples/descriptions	75
4/21/2019	Social Media Updates	90
4/21/2019	Rough Print of Samples for Formatting	30
4/22/2019	Finished Writing Reflection	90
4/23/2019	Updated work Log	30
4/23/2019	General Portfolio Updates - Printed Each Section	60
4/24/2019	Put Final Portfolio in Binder	30

TOTAL MINUTES
8295
MINUTES TO HOURS
$8295/60 = 138.25$

Reference List

- Hardin, R., & Mcclung, S. (2002). Collegiate sports information: a profile of the profession. *Public Relations Quarterly*, 47(2), 35. Retrieved from <http://search.ebscohost.com/login.library.coastal.edu:2048/login.aspx?direct=true&db=cms&AN=6876068&site=ehost-live>
- Kolotouchkina, O. (2018). Engaging citizens in sports mega-events: the participatory strategic approach of Tokyo 2020 Olympics. *Communication & Society*, 31(4), 45–58. doi: 10.15581/003.31.4.45-58
- Lukach, J. P., Kornspan, A. S., Seungbum, L., & Duve, M. A. (2017). Examination of the relationship between fan identification and student utilization of social media in an NCAA Division I University. *Ohio Communication Journal*, 55, 84–95. Retrieved from <http://search.ebscohost.com/login.library.coastal.edu:2048/login.aspx?direct=true&db=cms&AN=123237992&site=ehost-live>
- Mazodier, M., Henderson, C. M., & Beck, J. T. (2018). The long reach of sponsorship: how fan isolation and identification jointly shape sponsorship performance. *Journal of Marketing*, 82(6), 28–48. doi: 10.1177/0022242918807673
- McCleneghan, J. S. (1995). The sports information director -- no attention, no respect, and a PR practitioner in trouble. *Public Relations Quarterly*, 40(2), 28–32. Retrieved from <http://search.ebscohost.com/login.library.coastal.edu:2048/login.aspx?direct=true&db=cms&AN=9509120066&site=ehost-live>

A Social Media Analysis of Coastal Carolina Football

- McDaniel, S. R. (1999). An Investigation of match-up effects in sport sponsorship advertising: the implications of consumer advertising schemas. *Psychology & Marketing*, 16(2), 163–184. doi: 10.1002/(SICI)1520-6793(199903)16:2<163::AID-MAR6>3.0.CO;2-Y
- Petty, R. E., Cacioppo, J. T., Goldman, R. (1981). Personal involvement as a determinant of argument-based persuasion. *Journal of Personality and Social Psychology*, 41(5), 847-855
- Petty, R. E., & Cacioppo, J. T. (1986). The Elaboration Likelihood Model of Persuasion. *Advances in Experimental Social Psychology*, 19, 123-205.
doi:10.1016/s0065-2601(08)60214-2
- Petty, R. E., Cacioppo, J. T., & Schumann, D. (1983). Central and peripheral routes to advertising effectiveness: the moderating role of involvement. *Journal of Consumer Research*, 10(2), 135–146. Retrieved from
<http://search.ebscohost.com/login.library.coastal.edu:2048/login.aspx?direct=true&db=cms&AN=4662060&site=ehost-live>
- Schultz, B., & Sheffer, M. L. (2011). Factors influencing sports consumption in the era of new media. *Web Journal of Mass Communication Research*, 37, 1. Retrieved from
<http://search.ebscohost.com/login.library.coastal.edu:2048/login.aspx?direct=true&db=cms&AN=70879342&site=ehost-live>
- Zhengye, J., H., & Macnamara, J. (2017). Beyond a “spectator sport”: Social media for university engagement and community building. *Asia Pacific Public Relations Journal*, 18, 102–119. Retrieved from

A Social Media Analysis of Coastal Carolina Football

<https://www.myrtlebeachonline.com/sports/college/sun-belt/coastal-carolina-university/article186539223.html>